Hospitality & Tourism Exploration

Primary Career Cluster:	Hospitality & Tourism
Consultant:	Deborah A. Thompson, (615) 532-2840, Deborah.Thompson@tn.gov
Course Code(s):	5933
Prerequisite(s):	None
Credit:	1
Grade Level:	9
Graduation Requirements:	This course satisfies one of three credits required for an elective focus when taken in conjunction with other Hospitality & Tourism courses.
Programs of Study and Sequence:	This is the first course in the *Hospitality & Tourism Management* program of study.
Aligned Student Organization(s):	DECA: http://www.decatn.org Sarah Williams, (615) 532-2829, Sarah.G.Williams@tn.gov
Coordinating Work-Based Learning:	Teachers are encouraged to use embedded WBL activities such as informational interviewing, job shadowing, and career mentoring. For information, visit http://tn.gov/education/cte/work_based_learning.shtml.
Available Student Industry Certifications:	Upon completion of the Program of Study, students will be prepared to pursue Certified Hospitality & Tourism Management Professional (CHTMP) and Certified Tourism Ambassador (CTA) certifications.
Dual Credit or Dual Enrollment Opportunities:	There are no known dual credit/dual enrollment opportunities for this course. If interested in developing, reach out to a local postsecondary institution to establish an articulation agreement.
Teacher Endorsement(s):	035, 039, 052, 054, 152, 153, 158, 202, 204, 311, 430, 435, 436, 471, 472, 474, 475, 476
Required Teacher Certifications/Training:	None
Teacher Resources:	http://www.tn.gov/education/cte/HospitalityTourism.shtml

Course Description

Hospitality & Tourism Exploration is a foundational course for students interested in careers within the hospitality industry. The course allows students to explore the career opportunities and fundamental principles that guide the organization and management of hospitality and tourism services. Upon completion of this course, students will be proficient in the foundations of hospitality and tourism, the segments of the industry, business concepts and operations, careers, and customer relations. Standards in this course are aligned with Tennessee State Standards for English Language Arts & Literacy in Technical Subjects.*

Approved January 30, 2015

Program of Study Application

This is the first course in the *Hospitality & Tourism Management* program of study. For more information on the benefits and requirements of implementing this program in full, please visit the Hospitality & Tourism website at http://www.tn.gov/education/cte/HospitalityTourism.shtml.

Course Standards

Foundations of the Hospitality Industry

1) Gather and analyze information from multiple authoritative sources to assess the impact of important cultural and societal events on the evolution of the hospitality industry. Examples of events include, but are not limited to: National Park Service Organic Act, National Historic Preservation Act, the emergence of new modes of transportation, the Internet and social media, and disasters such as the BP oil spill in the Gulf of Mexico. (TN Writing 7, 8, 9)

2) Evaluate a challenge or trend that influences the hospitality industry today. Form a hypothesis about how specific factors may impact hospitality, recreation, and tourism. Develop claim(s) and counterclaim(s) fairly, supplying data and text-based evidence. Research topics may include:
   a. Delivering consistent service
   b. Diversity of the workforce
   c. Demographic trends of customers
   d. Impact of seasons/weather
   e. Globalization
   f. Political conditions
   g. Economic conditions
   h. Technology trends
   (TN Reading 1; TN Writing 1, 4, 7)

Hospitality Industry Segments

3) Identify the different segments of the hospitality industry and an example of a business or organization that represents each. Cite research from internet resources, such as the local chamber of commerce, visitor's bureau, or the Tennessee Department of Tourism to explain the diverse characteristics and importance of each segment in relation to the local, state, and national economies. (TN Reading 2)

4) Citing research from the United Nations World Tourism Organization (UNWTO) or similar sources, define and explain the roles of a tourist, domestic tourist, and international tourist in the hospitality industry. Explore the different types of tourism (i.e., sustainable development, ecotourism, heritage tourism, local interest, and voluntourism) that make up the industry, drawing on resources such as the National Park Service, Habitat for Humanity, or the Center on Ecotourism and Sustainable Development (CESD). Create a public service announcement (PSA) about an assigned segment of tourism, highlighting its key characteristics and features. (TN Reading 1, 4, 5; TN Writing 4, 6, 9)

5) Compare and contrast the characteristics of the lodging businesses (i.e., full-service hotels, limited-service properties, and specialty accommodations) available in the global market by searching websites of sample businesses and noting key differences. Citing evidence of their services, create a presentation for peers describing a specific event and making a claim about the type of lodging business that would be most appropriate for hosting it. (TN Reading 1, 9; TN Writing 1, 4, 6)

6) Research the food and beverage segment of the hospitality industry, comparing and contrasting the two main groups (commercial and noncommercial). Describe the role the foodservice industry plays within the larger hospitality industry, noting its relationship and overlap with other segments (such as tourism and entertainment), by creating a presentation or graphic that illustrates evidence of the relationships. (TN Reading 2, 7, 9; TN Writing 2)

7) Investigate the agencies and professions associated with the travel segment of the hospitality industry, including but not limited to AAA. Citing evidence from case studies or sample scenarios, use the five W's of travel (i.e., who, what, when, where, and why) to plan a trip, comparing transportation types, lodging businesses, and recreation options. Craft an explanatory text that justifies the trip decisions. (TN Reading 1, 2, 9; TN Writing 2, 4, 9)

Business Concepts and Operations

8) Describe the role of profit in the economy. Using correct terms, explain the importance of productivity and its impact, along with other economic indicators, in determining business cycle stages and on making business decisions. Draw conclusions about how the hospitality industry in particular is impacted by the health of the economy at large. (TN Reading 4, 5; TN Writing 9)

9) Describe the nature and types of hospitality businesses. Contrast how for-profit and non-profit hospitality businesses are different from each other in terms of their missions, organizational structures, compensation models, and tax statuses. Examine how different segments of hospitality support each other. For example, examine the interdependence of lodging, food and beverage, and transportation businesses during an event such as a heritage festival, sporting competition, or concert. (TN Reading 1, 9; TN Writing 8)

10) Attend a local business-sponsored community event or explore case studies illustrating the social responsibilities of today's businesses. Write a reflection paper summarizing observations; specifically, evaluate how businesses benefit from engaging in responsible business practices, including benefits to the community, the environment, the marketplace, and the business/workplace itself. (TN Reading 8; TN Writing 2, 4, 8)

Careers in Hospitality & Tourism Management

11) Compile and analyze real-time labor market data, including economic and demographic trends, and compare with authentic vacancy announcements on local and national job boards. Use this information to compare and contrast occupations by education requirements, job availability, salaries, and benefits. Outline an educational pathway to obtain the necessary level of education and relevant certifications for a chosen occupation in the hospitality industry. (TN Reading 2, 9)

12) Propose an appropriate career in the hospitality and tourism industry, justifying why that opportunity is a logical fit based on the results of career aptitude survey(s) and research conducted using the Occupational Outlook Handbook. (TN Reading 1; TN Writing 9)

Understanding Customer Relations

13) Describe the different levels of human needs and articulate how each need may be met through the hospitality and tourism industries. Compile evaluations of customer survey examples from different organizations to create a customer survey proposal for a hospitality business that collects information necessary to meet a specific purpose. (TN Reading 2, 6, 9; TN Writing 1, 6)

14) Determine the correlation between customer-focused business practices and customer satisfaction by analyzing the importance of customers in the hospitality industry, exploring articles or profiles of businesses that are recognized for their customer service, and investigating the habits and characteristics of employees that make such businesses successful. Synthesize identified practices to create a rubric of employee characteristics that could be used as a self-assessment. (TN Reading 2, 5, 9; TN Writing 4, 7, 8, 9)

15) Develop and practice communication skills vital to customer relations, such as active listening, and nonverbal, verbal, and written communication. Practice communication skills by participating in role-play exercises about handling customer complaints and critiquing the role-play exercises of others. (TN Reading 3)

16) Make and defend judgments about strengthening a company's relationship with its customers by identifying successful practices outlined by a guest speaker from a local business or organization, including frequency and types of contacts, value-added services to be offered, and other activities, including social media marketing, aimed at improving customer satisfaction, loyalty, and advocacy. (TN Reading 1, 2, 6, 8; TN Writing 4, 8, 9)

Standards Alignment Notes

*References to other standards include:
- TN Reading: Tennessee State Standards for English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects; Reading Standards for Literacy in Science and Technical Subjects 6-12; Grades 9-10 Students (page 62).
    - Note: While not directly aligned to one specific standard, students who are engaging in activities outlined above should be able to also demonstrate fluency in Standard 10 at the conclusion of the course.
- TN Writing: Tennessee State Standards for English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects; Writing Standards for Literacy in History/Social Studies, Science, and Technical Subjects 6-12; Grades 9-10 Students (pages 64-66).
    - Note: While not directly aligned to one specific standard, students who are engaging in activities outlined above should be able to also demonstrate fluency in Standards 3, 5, and 10 at the conclusion of the course.

- P21: Partnership for 21st Century Skills [Framework for 21st Century Learning](#)
  - Note: While not all standards are specifically aligned, teachers will find the framework helpful for setting expectations for student behavior in their classroom and practicing specific career readiness skills.